



### State

☐ NSW

☐ QLD

☐ VIC

### Industry

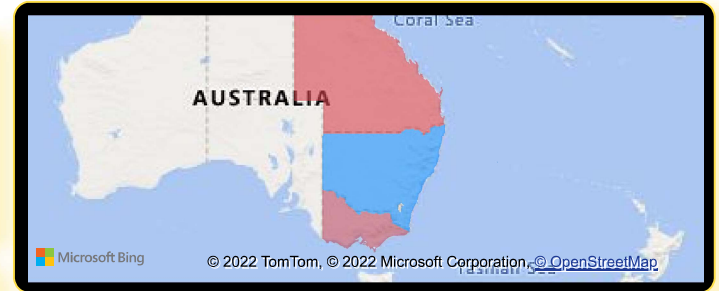
- ☐ Agriculture
- ☐ Entertainment
- ☐ Financial Services
- ☐ Health
- ☐ IT
- ☐ Manufacturing
- ☐ Property
- ☐ Retail

Bike Related  
Purchase past 3  
years

86K

Profits By Top 3  
Industry

517.81K



### Top Customers Based on Profits

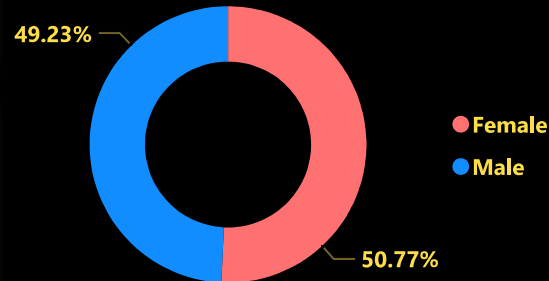
First_Name	Sum of profit	gender
Kippy	8,104.58	Female
Cammie	6,264.88	Female
Hannis	4,732.48	Female
Rose	4,553.87	Female
Lauree	4,179.11	Female
Wes	4,019.64	Male
L;urette	3,793.26	Female
Amie	3,710.17	Female
Konstance	3,666.29	Female
Donella	3,632.29	Female
Virgil	3,402.81	Male
Catherina	3,369.78	Female
Lib	3,363.43	Female
Leilah	3,332.80	Female
Lenci	3,310.34	Male
Sybillie	3,263.97	Female
Kassi	3,258.95	Female
Adrienne	3,253.07	Female
Nisse	3,126.98	Female

### Gender

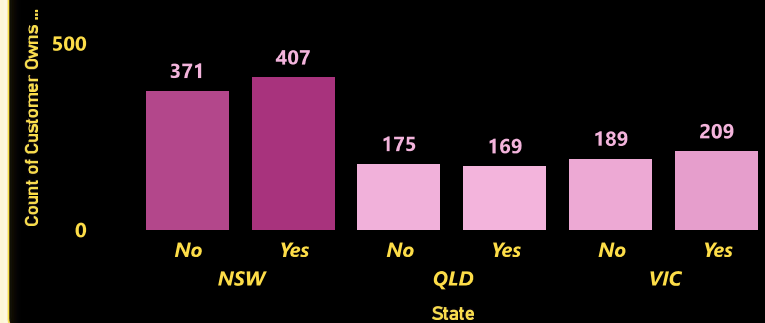
☐ Female

☐ Male

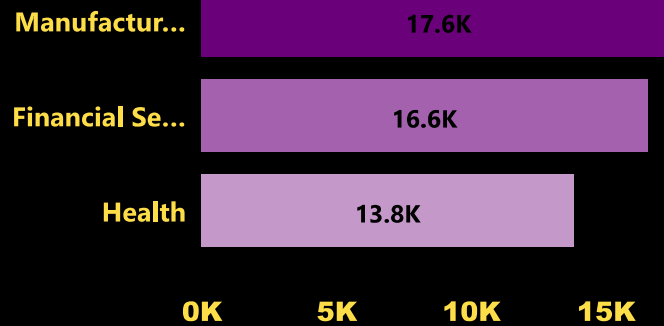
### Profit Based on Gender



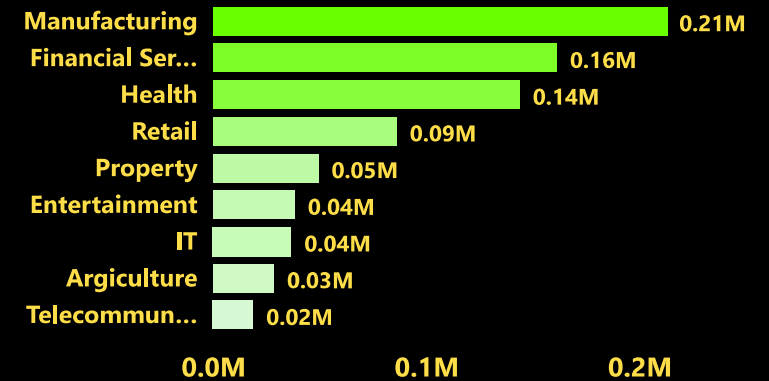
### Stats of Customer Owns Car



### Top 3 bike related purchases by Industry



### Profits Based on Industry



Gender

gender ▾

☐ Female

☐ Male

State

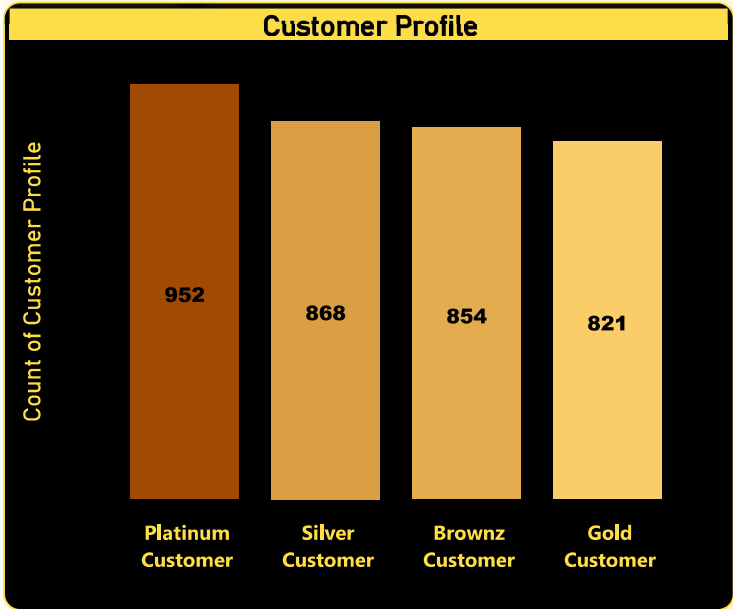
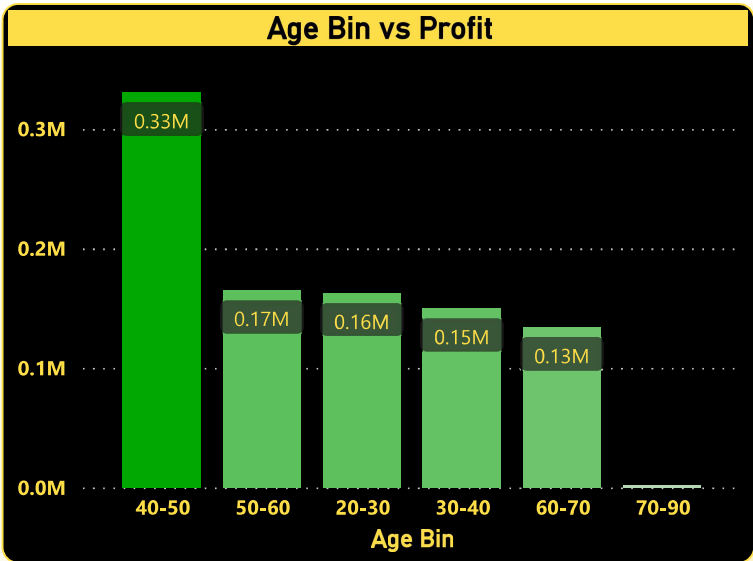
state ▾

☐ NSW

☐ QLD

☐ VIC

RFM Evaluation						
First_Name	last_name	age	job_industry_category	Customer Profile	Sum of profit	
Kippy	Heater	46	Manufacturing	Platinum Customer	8,104.58	
Cammie	Edridge	46	Financial Services	Platinum Customer	6,264.88	
Hannis	Jakubovits	49	Financial Services	Brownz Customer	4,732.48	
Rose	Milsom	29	Financial Services	Platinum Customer	4,553.87	
Lauree	O'Donnell	43	Health	Platinum Customer	4,179.11	
Wes	Crotch	47	Manufacturing	Platinum Customer	4,019.64	
Amie	Felgate	47	Financial Services	Platinum Customer	3,710.17	
Konstance	Elgey	48	Argiculture	Platinum Customer	3,666.29	
Donella	Emm	48	Manufacturing	Brownz Customer	3,632.29	
Lib	Schohier	64	Manufacturing	Silver Customer	3,363.43	
Leilah	Liddel	58	Manufacturing	Platinum Customer	3,332.80	
Kassi	List	48	Manufacturing	Gold Customer	3,258.95	
Nissa	Marriage	27	Financial Services	Platinum Customer	3,126.98	
Total					154,069.48	



Top 50 Customer to Target Based on Analyzing Data Given						
first_name	address	postcode	job_industry_category	wealth_segment	state	gender
Abbie	4 North Drive	2168	Health	High Net Worth	NSW	Male
Abigale	2 Glendale Center	4207	Health	Affluent Customer	QLD	Female
Abner	67 Northport Avenue	3805	Argiculture	Affluent Customer	VIC	Male
Adolpho	2763 Buhler Circle	4305	Financial Services	High Net Worth	QLD	Male
Adria	6030 Becker Plaza	2261	Manufacturing	Affluent Customer	NSW	Female
Adriane	4 Randy Street	3070	Manufacturing	High Net Worth	VIC	Female
Adriena	1 Manitowish Court	2259	Argiculture	Affluent Customer	NSW	Female
Afton	220 Cody Alley	3075	Retail	Mass Customer	VIC	Female
Agace	92 Petterle Place	3429	n/a	Mass Customer	VIC	Female
Agna	2 Main Lane	4114	Property	Mass Customer	QLD	Female
Agnella	49185 Derek Circle	3977	Health	High Net Worth	VIC	Female
Agnola	216 Bultman Park	4305	Financial Services	Mass Customer	QLD	Female
Ahmed	50 American Street	2147	n/a	High Net Worth	NSW	Male
Ailyn	197 Northport Plaza	4213	Manufacturing	Mass Customer	QLD	Female
Aiyah	5 Homewood Road	2800	Manufacturing	Mass Customer	NSW	Female